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ABSTRACT

Based on the idea that older adults have built up a wealth of knowledge during their lifetimes, this guide discusses how to build a profitable business from such knowledge through feature writing, ghost writing, public relations writing, and grant writing. The guide is aimed at the person who has a lifetime of experience in a business, trade, profession, hobby, or volunteer activity and wants an interesting, dignified, and low-risk method of converting knowledge into income. It shows how to set up a writing business in a field of interest--the perfect service business for the "post-employed" person. In simple language, the guide presents background information, such as how to set up an office and buy a computer; finding the right niche; getting customers; running a mini-writing business; and making money. The guide leads an interested individual through step-by-step examples on writing the kind of article that trade publications, businesses, professional people, nonprofit organizations, and the mainstream media will pay for. More than a business book and more than a writing course, the guide brings together all the elements needed to create an information business based upon a past career, profession, activity, hobby, or interest. Appendixes contain sample articles and lists of resources. (NKA)

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